

Portland Main Street Economic Revitalization Committee
Minutes
September 30, 2010, 8:00AM
Cheeky Monkeys Coffeehouse & Bakery

Committee Attendance: Diane Smith, Joe Pung, Ed Bishopp
Committee Absences: Bill Holderman, Kory Blastic, Terry Frewen, Bernie Pelc
Staff: Patrick Reagan

Old Business

Items In the Work Plan:

1. ***Business Assistance Team/Seminars:*** Reagan reported on the proposed Social Marketing session to be held early 2011. The session will be a two part session with the first evening being a lecture on why and how it is useful and the second session being a hands-on session in a computer lab.
2. ***Opera House Revitalization:*** Smith will locate the Cool City study. Hereford & Hops Steakhouse and Brewpub was one suggestion for a model to follow.

Beyond Work Plan Items

1. ***Fly-Over Video*** –Ed reported that more footage was taken this month and he will contact Bill to see what they need to do to get it in a version that can be viewed as a proposed final product. Smith recommended that the video be taken to the Promotion Committee meeting in October or November for their input and cooperation in taking it to a final product.
2. ***A Main Street In 3D*** – No report
3. ***Business Development and Incentives:***
 - a. ***Signage:*** Reagan brought a proposed sign design to use. The committee approved the sign as it was and agreed that sign size would need to be tailored to the store it would be put in since each business was different. Reagan will approach Wards and Smith will approach Rademaker's on their interest in using the sign.
 - b. ***Flowchart for Process of Permitting and Development :*** No report
 - c. ***Business Plan Contest:*** Patrick provided handouts on communities throughout the state that host similar programs. The committee suggested that the first step would be to contact property owners with vacancies to proposed the concept and determine their interest in participating. Reagan will approach Wards and Smith will approach Rademaker's on their interest in the program.

New Business

1. ***2011-2012 Work Plan Projects:*** After some discussion, the committee decided upon the following projects:
 - a. Business Development Marketing Strategies
 - i. Permitting and Redevelopment Process Guide
 - ii. Business Plan Contest
 - iii. Vacant Sign Marketing
 - b. Seminars
 - c. Marketing Analysis

d. Opera House Revitalization

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Volunteer Hours Reported:

1. Ed: 6 hours
2. Diane: 4 hrs
3. Bernie: 1 hr
4. Bill: 8hrs.
5. Terry: 0 hrs.
6. Kory: 0 hrs.
7. Joe: 2 hrs.

2010 Meetings: October 28, Nov and Dec TBA